

THE TRUE NORTHERNER

PUBLISHED BY
THE TRUE NORTHERNER PUBLISHING
COMPANY.HERBERT GEDDES, Editor and Manager
MINNIE B. GEDDES, Associate Editor.

Largest Circulation in the County

SUBSCRIPTION \$1 per year in advance
6 Months 50c
3 Months 25c
Single Copies 5c
Kibbie PhoneEntered in the postoffice at Paw Paw, Michigan
as second class mail matter

ADVERTISING RATES.

Display advertising, rates furnished on application.
Classified advertising, three lines or less, 25 cents. All over that number, 5 cents per line extra.
Card of thanks, 25 cents each.
Obituary, poetry and resolutions, 5 cents a line.
Notices of births, deaths or marriages will be printed free as news matter.

A PROMINENT official in the postoffice department at Washington tells a story of the far-reaching effects of an insignificant newspaper article published a few years ago by a small weekly paper in an obscure section of Florida. We refer it to those who doubt the advertising power of the newspaper, as it aptly illustrates the power of printer's ink.

"What was the reason for it," he says, "or on what authority the notice was published, I do not pretend to know, but this paper stated that the United States government would redeem at one-fourth their face value all canceled postage stamps that were returned to the postoffice department at Washington. How anybody could credit such a statement is a mystery, but they did and the notice was widely copied. It at last found its way into the patent insides so much used by small country newspapers. Numbers of people took it as literal truth and began to save up their old stamps. Then our troubles began.

"Letters began to pour in from all parts of the country asking about the redemption of the canceled stamps, and worse than that, express packages began coming in, bringing old stamps to be redeemed. The department was simply overwhelmed. We finally had to employ five or six extra clerks to answer these letters. It was a rather disagreeable job, too, writing to all those people that their stamps were worthless. Some of the letters that came with the stamps were pathetic, and I hate to think of the number of people who were disappointed, all because some crack-brained editor published that idiotic notice.

"Why, even now, and it has been five years at least since that notice came out, hardly a week passes that we do not receive letters and packages of canceled stamps. The news has just gotten to some sequestered spots. I hope the contradiction will be as widely copied as was the original notice. This shows that you newspaper people ought to be mighty careful what you print, too," he added whimsically.—Washington Star.

A fellow giving his name as Bert Shepard was gathered in by Deputy Raymond and taken before Esquire Beaver. He was charged with vagrancy, pleaded guilty and was sentenced to Paw Paw for 30 days. This was probably just what the fellow wanted. A good warm place, plenty of company, three "squares" a day, and a good bed, what more can any one want? The sooner the board of supervisors provides a stone pile for this class, the better it will be for the people of the county. Some counties have this institution and tramps and vagrants give them a wide berth.—Bangor Advance.

No doubt a stone pile would have a salutary effect on the weary willies, tramps and hoboes who are seeking winter quarters at the expense of the people, but there is another way in which this tramp nuisance might be somewhat mitigated. Scores, yes, hundreds of them have, in times past, found board and lodging in the county bastille at the expense of the people, against

If he is alive and up to date, he does not let this lack of patronage worry him to any great extent. He simply creates a demand for his space. He knows that the minute his stock in trade becomes valuable—in fact, a tangible asset—the advertising will come and will come from live people, from people of enough business judgment to realize the value of the space he has to sell. How does he create this value? How does he place himself in a position of independence equally with other lines of business? By first securing the circulation of his paper among all the people of his contiguous territory? He first creates a demand for his paper, knowing that the demand for his merchandise—his space—will be a natural sequence. It never was known to fail in its results among advertisers who advertise for their own benefit and not for the benefit of the paper; among the advertisers who have no money to donate and don't care a continental whether you live

whom no complaint had been made that would authorize the issuing of a legal warrant for their arrest. Merely charging a person with being a vagrant is no charge at all in contemplation of law. To authorize an arrest and conviction for vagrancy, the complaint must set forth the specific acts of which the person sought to be charged has been guilty that would constitute him a vagrant. This matter has been very definitely passed upon by the supreme court of our state, but the usual way of charging the alleged offense before the magistrates of the county has been about as follows:

"Richard Roe being duly sworn, deposes and says, that on the 1st day of January, 1912, at the township of Blank, in the county of Van Buren, one John Doe, late of the township of Blank, in said county, was a disorderly person, within the meaning of section so-and-so of the compiled laws of the state of Michigan, in this, that the said John Doe is a vagrant," which charges absolutely no offense whatever known to the law. Let the various magistrates of the county fully understand that such complaints will not be tolerated and that no person must be convicted of vagrancy on any such invalid, blanket charge, and there will be fewer hoboes boarding at the expense of the people and warming themselves in comfortable quarters during the cold winter days, than there have been in the past.

As has been mentioned, it is the intention of President-elect Wilson to call an extra session of congress some time in April in order to secure a revision of the tariff along the lines advocated by democratic members. That there will be no such downward revision as has been anticipated is evident, and the indications are that the next tariff revision will be made with each congressman trying to look out for the industries in his own particular district. For instance: Six democratic congressmen-elect from Massachusetts are said to have met in the office of Mayor Fitzgerald of Boston and agreed to oppose any reduction in the tariff on shoes. Southern democrats, it is understood, are prepared to battle vigorously against free sugar and lower duties on cotton fabrics. Missouri democrats will as vigorously oppose lowering the duties on zinc, and so it will go all down the line. The democrats will preach low tariff on the ground that it will reduce the cost of living, and then take steps to see that low tariff does not invade their own neighborhood.

or die, but are in the game for what they get out of it.

It sounds very well to preach loyalty to your home merchants but how about the home merchants being loyal to the newspaper? How about the discouragement in trying to create enough interest among the advertisers to keep from closing the doors? The half-hearted reception accorded the solicitor and the grudgingly given advertisement are but too plainly apparent, and have a tendency to discourage a second visit. Good advertisers in a town don't wait to be solicited. They count their advertising as much of a part of their business as any other part of it, and they put in a sufficient time in preparing their advertisements to make them not only readable but drawing—they say something. They don't believe in the "charity" act and don't intend to spend a dollar in advertising that don't bring them tangible results. The only trouble is, there isn't enough of this class of merchants in a small town.

TO BE CONTINUED

In view of the unrest in the fraternal world occasioned by the agitation of the advanced rates of several fraternal societies, and the decision of Judge Shirley of Springfield, Ill., in the case of the Modern Woodmen of America that the new rates are unreasonable and unnecessary, the State Insurance Commissioners in national convention at New York December 4, decided to make an examination of the Modern Woodmen and to report for the information of the public the facts concerning the needs of the Society in respect to rates. A report will also be made on the Society's general condition and management. The examination will be conducted by representatives of the Insurance departments of Illinois, Iowa, Wisconsin, Minnesota, New York and Rhode Island.

PRESIDENT TAFT is considering an offer of the Kent professorship at the Yale law school. The place, which has been vacant for several years and last filled by Prof. Phelps, at one time American minister to Great Britain, has been formerly tendered to Mr. Taft and he has

talked the offer over with his cabinet, but arrived at no decision.

Should he accept it his relation to Yale would be much the same as was former President Cleveland's relation to Princeton. Mr. Taft is considering this offer on one side and his original plans to practice law on the other.

Some of his friends incline to the belief that he will accept the Yale place, though they do not expect he will make up his mind before next month. The Kent endowment pays \$5,000 a year.

R. H. FLETCHER of Bay City announces his candidacy for the office of State Highway Commissioner on the Republican ticket at the state convention to be held in February. Mr. Fletcher has always been a staunch republican and his connection for the past 17 years as one of County Road Commissioner of Bay county is given as a sufficient warrant for asking for the nomination.

ADVERTISING TALKS

The Paw Paw Savings Bank

ESTABLISHED IN 1886

WE INVITE YOU

to establish your banking relations with this Bank. It is our aim to make those relations both agreeable and profitable.

PROTECT YOUR VALUABLES

by securing one of our

SAFETY DEPOSIT BOXES

FOUR PER CENT INTEREST
PAID ON DEPOSITS

The Paw Paw Savings Bank

JOHN W. FREE, President. Wm. R. SELICK, Vic-Pres
CARL A. WOLFS, Cashier

See

H. J. DUNBAR

For all kinds of heating and
plumbingHolland Furnaces
Richardson & Boynton Boilers

WARNER

Groceries

Meats

This is the most convenient store for Xmas table supplies. Most convenient because of the very complete stock of holiday merchandise, because of the arrangement of stock for easy inspection.

Leave orders for Christmas decorations.

Christmas trees, loose holly, holly wreaths, magnolia wreaths.

20 lb bag fine granulated sugar for \$1.00 with grocery orders of \$2.00 or more (sugar excepted)

25 lb bag fine granulated sugar for \$1.38

3 lbs new seeded raisins for 25c

3 pkg Light House mince meat for 25c

Citron, lemon, orange, peel per pound 20c

New mixed nuts per pound 18c

Milk Feed Poultry choice turkeys, ducks, chickens, Northern stock oysters. Selects, counts, standard, fresh from the coast.

Don't miss inspecting our candies before you buy.

Special discount to schools and churches for candy in quantity.

New dates, New figs, Florida oranges,
Grape fruit, Celery, Lettuce and
Cranberries

WARNER

IN TOY LAND

There is a lot of satisfaction in knowing that when trading at our store you are getting the best quality goods that money can obtain; also that we carry a large variety which makes it easy for the shopper. Remember we carry Groceries, Dry Goods, Notions, Chinaware, Crockery, Novelties and an immense stock of 5c and 10c goods.

Our Grocery Department is second to none either in point of stock or in prices. Everything imaginable for the table will be found here, always of Best Quality, strictly dependable in every way. We believe in giving absolute satisfaction every time in quality, weight and price. That is why it is going to pay you to come here for your groceries. Dried fruits, including PEACHES, APRICOTS, RAISINS, ETC.

2,000 POUNDS RED BAND CANDIES FOR CHRISTMAS AT
10c Per Pound

NUTS AND FRUITS ALL FRESH AND FINE

IN DRY GOODS

Included in our large line is the following: Ribbons, Fancy Handkerchiefs, Pillow Tops, Suspenders, Mittens, Gloves, Hose Supporters, everything in Hosiery for Men, Women's, and Children's 2-piece Suits, Ladies' Outing Flannel and Knit Skirts, Night Gowns, Ladies' Waists, and hundreds of other useful articles.

FANCY CHINAWARE

In this Department we have a magnificent showing and in this stock can be found beautiful things for Christmas, such as Sugars and Creamers, Cups and Saucers, Plates, Pin Trays, Celery Trays, Spoon Trays and Cheese Trays; also everything in Medium Priced China-ware. An elegant line of New Enamel Ware just received.

TOYS TOYS TOYS

We have them in endless variety—Carts, Bell Toys, Sad Irons, Stoves, Tops, Balls, Rubber Balls, Bubbles, Games, Fish Ponds, Blocks, Dominoes, Checker Boards, Work Boxes, Tables, Croquet Sets, Animal Banks, Coffee Mills, Roll Poly, Doll Furniture, Etc.

FINE GUARANTEED JEWELRY, FOBBS, HAT PINS, BRACE-
LETS STICK PINS, LOCKETS, ETC.

E. DICKERHOOF

Variety, Grocery and Crockery Store. 1st Door East of Post Office.